

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICEAttorney Docket No.: **Google-48 (GP-083-00-US)**Applicants: **Ross KONINGSTEIN, et al.**Serial No.: **10/721,010**Filing Date: **November 24, 2003**Title: **USING CONCEPTS FOR AD TARGETING**Examiner: **Not yet assigned**Group Art Unit: **3623**

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. Patent Application Publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

ALL REFERENCES CONSIDERED¹ EXCEPT WHERE LINED THROUGH. /W.B./

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: January 5, 2007

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on January 5, 2007 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo 36,242
John C. Pokotylo Reg. No.

(modified PTO/SB/08A)

U.S. Department of Commerce
Patent and Trademark Office

Application Number: 10/721,010
Filing Date: November 24, 2003
First Named Inventor: Ross KONINGSTEIN
Group Art Unit: 3623
Examiner Name: Not yet assigned

Sheet 1 of 1 Attorney Docket No.: Google-48 (GP-083-00-US)

U.S. PATENT DOCUMENTS

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

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Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source

Examiner Signature	/William Brandenburg/	Date Considered	05/20/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.